

TASTE THE ARTS

Downtown Visalia

OCTOBER 18 2025

DOWNTOWN VISALIA • GARDEN STREET

MARKETING + DONATION OPPORTUNITIES

Through the Arts Consortium's 2025-2026 WATERMARK Magazine

Deadline: June 25, 2025

Taste the Arts is an annual festival organized by the Arts Consortium. This event invites all community members to "taste," "sample," and "dig" into the many vibrant forms of art that have been grown and cultivated right here in our own valley. We invite you to support this free and unique festival that is a growing signature arts event for the Central Valley.

The WATERMARK magazine is the Arts Consortium's annual publication. This art magazine highlights the Arts Consortium's Artist of the Year, annual WATERMARK art contest winner, artist spotlight, cultural directory, Poetry Out Loud, and many more Tulare County art happenings. This publication is shared county wide with different organizations and businesses.

100% of your contribution directly supports our Taste The Arts festival and WATERMARK magazine.

MARKETING TIERS & BENEFITS

PRESENTING PARTNER

\$10,000 (1-Available)

- Recognition as presenting partner on event poster
- Presenting Partner recognition and logo in all marketing materials
- **Full page** premium ad in the WATERMARK magazine inside back cover
- Multiple mentions as Presenting Partner during event announcements
- Recognition on site event banner

STAGE PARTNER

\$2,500 (3-Available)

- Logo on event poster
- Stage Partner recognition on all marketing materials
- **Full page** ad in the WATERMARK magazine
- Multiple mentions as Stage Partner during event announcements
- Recognition on site event banner

ART CHAMPION

\$1,000

- Logo on event poster
- **Full page** ad in the WATERMARK magazine
- Name mentioned during stage announcements
- Recognition on site event banner

WATERMARK HERO

\$500

- Logo on event poster
- **1/2-page** ad in the WATERMARK magazine
- Name mentioned during stage announcements
- Recognition on site event banner

ART SUPPORTER

\$350

- Logo on event poster
- **1/2-page** ad in the WATERMARK magazine
- Name mentioned during stage announcements
- Recognition on site event banner

BUSINESS

\$150

- WATERMARK magazine **business card ad**

FESTIVAL FAN

\$25

- Name recognition on our "Thank You" page in the WATERMARK magazine.

MAKE A ONE-TIME DONATION

*3 options:

1 Application Donation

Add a one-time donation to this application.



2 Donate Online

tinyurl.com/TTA-Donate
 Special Note: TTA Donation


3 Send a Check

 PO Box 2696 Visalia, CA 93279
 Memo: TTA Donation

Complementary Graphic Design Service

Marketing tiers that include a graphic, includes the graphic design of an ad, up to 1 hour. Anything above 1 hour will be charged at \$60/hour on a 1/4-hour basis.

Ad/Print Specifications

High-Resolution PDF (175 lpi/600dpi) files created using PDF-X1a settings are required. No film will be accepted. No WORD or PUBLISHER files will be accepted (.doc, .docx, .pub)

Pre-press Guidelines for Production

We accept digital files created in: Adobe Acrobat Illustrator, InDesign, Photoshop, Canva files can also be accepted.

All art must be CMYK

(no RGB files accepted)
No spot colors are accepted.

Fonts & Graphic Required

Include all screen and printer fonts or convert your type to outlines. Include all placed files, i.e., EPS files, TIFFs, PICTs, and Photoshop documents.

PC Warning

PC typefaces/fonts don't always work well with Mac systems. Please embed or convert all font/type to outlines, curves or paths. Font substitution will occur if fonts/types are not embedded or converted.

Resolution

Scanned images for 4-color process printing must be scanned at a resolution of 300dpi. Scanned line art and type, even if they are in color must be scanned at 1200dpi.

Photos must be a minimum of 300dpi at their original size.

For full bleed ads: Bleed is required on all sides. Keep all live matter 1" from trim and crop marks need to be set at least 1/4" from the trim so they are outside the bleed area.

Dimensions

All dimensions are written as WIDTH x HEIGHT. Ads that swap the written dimensions will not be accepted.

Full Page - 8.5" x 11" (+.25" Bleed)

Horizontal 1/2 Page - 7.5" x 4.75"

Vertical 1/2 Page - 3.625" x 9.667"

1/4 Page - 3.75" x 4.75"

True Business Card - 3.5" x 2"

IMPORTANT

Ads that include or are generated with AI will not be accepted.

Email ads to:

ampelio@artsconsortium.org
and CC_graphics@artsconsortium.org


 ARTS CONSORTIUM
 Tulare County's Designated Arts Council

artsconsortium.org • 340 E. Oak Ave, Ste 112, Visalia, CA 93291 • 559.772.0001 • hello@artsconsortium.org

YES!

Please reserve my space in the 2025-2026 WATERMARK magazine!

Business Name: _____ Contact Person & Title: _____

Address: _____ City/State/Zip Code: _____

Telephone Number: _____ Email: _____

☐ **I will need Complementary Graphic Design Service**

☐ Please include my information as listed above.

If information is different please specify here: _____

☐ I will email a .jpg or .png of an image, artwork, or logo to be used

Provide any slogan or additional text that you would like to be included: _____

AD SPECIFICATIONS

All dimensions are written as WIDTH x HEIGHT
Ads that swap the written dimensions will not be accepted

Full Page 8.5" x 11" (+.25" Bleed)

Horizontal 1/2 page 7.5" x 4.75"

Vertical 1/2 page 3.625" x 9.667"

1/4 page 3.75" x 4.75"

True Business Card 3.5" x 2"

Marketing Deadline: June 25, 2025

Please have application and press ready artwork and/or ad materials to us by this date.

Reserve today!

Email ads to:
ampelio@artsconsortium.org
and CC graphics@artsconsortium.org
Email subject line: WATERMARK Ad

☐ I am making a one time donation \$ _____

☐ I am purchasing a support tier

Support Tier

PAYMENT METHODS

☐ I have enclosed \$ _____

☐ Please invoice me for \$ _____

☐ Please charge my credit card for \$ _____

CREDIT CARD PAYMENT

Cardholder Name: _____

Billing Zip Code: _____

Card #: _____

CVC #: _____ Exp. Date: _____

PAYMENT & MARKETING AGREEMENT

If payment is for a marketing tier, the undersigned representative agrees to supply Arts Consortium press ready artwork and/or ad materials. The undersigned representative agrees to pay the Arts Consortium at the marketing rate of \$ _____ upon signature of agreement. The marketing advertisement will appear in the 2025-2026 publication of the Arts Consortium's WATERMARK magazine and may appear in other promotional/Taste The Arts festival materials.

All payments shall be made payable to:

ARTS CONSORTIUM
PO Box 2696
Visalia, CA 93279

Money paid to the Arts Consortium is NON-REFUNDABLE. Call 559.772.0001 if you have any questions.

IT IS THE SOLE RESPONSIBILITY OF THE UNDERSIGNED REPRESENTATIVE to provide press ready artwork and/or ad materials, no later than 11:59pm on **June 25, 2025**, unless otherwise noted in this agreement. By signing this agreement below, the UNDERSIGNED REPRESENTATIVE acknowledges that they have read, understood, and agree to all the ****terms**, conditions, and items that are contained on the pages of this agreement, and that they have received a copy of this agreement.

Representative Signature

Date

Representative Printed Name

*For your one-time donation records, our non-profit tax ID is 27-0661610. We will send you an acknowledgment letter of your donation.

**Terms, conditions & General Policies for Arts Consortium Advertising can be found online at artsconsortium.org/events/tta

